

What is claimed and desired to be secured by United States Letters Patent is:

A PROFESSIONAL CORPORATION
ATTORNEYS AT LAW
1000 EAGLE GATE TOWER
60 EAST SOUTH TEMPLE
SALT LAKE CITY, UTAH 84111

Docket No. 14531.70

000000-6820960

Sub 1. In a server included in a network that also includes a client associated with specified attributes, a method of using a decision engine to create a document for use by the client, the document being customized according to the specified attributes associated with the client, the method comprising the acts of:

processing code associated with a script at the server, including code that, when executed, requests the decision engine to select content for the document based on at least one attribute of the client;

receiving from the decision engine an identification of the content that has been selected by the decision engine;

creating the document and incorporating into the document the content that has been selected by the decision engine; and

transmitting the document to the client.

2. A method as recited in claim 1, wherein the act of receiving the identification of the content comprises the act of receiving additional script that, when executed, results in the content being incorporated into the document.

3. A method as recited in claim 2, further comprising the act of assembling the script at runtime by concatenating said portion of script and said additional script.

4. A method as recited in claim 1, wherein:

the act of processing code associated with the script is performed by a server application operating at the server; and

00000000000000000000000000000000

requesting the decision engine to select content for the document based on attributes of the client is conducted without the server application communicating to the decision engine a value of said at least one attribute of the client.

5. A method as recited in claim 4, wherein requesting the decision engine to select content for the document based on attributes of the client is further conducted without the server application communicating to the decision engine criteria by which the decision engine is to select the content.

6. A method as recited in claim 1, wherein the document is a Web page.

7. A method as recited in claim 6, wherein the content comprises at least one of text and an image that are determined to be appropriate for the client.

8. A method as recited in claim 6, wherein the content comprises formatting that is determined to be appropriate for the client.

[illegible]

9. In a server included in a network that also includes a client associated with specified attributes, a method of creating a document for use by the client, the document being customized according to the specified attributes associated with the client, the method comprising the acts of:

assembling a script that includes instructions for creating the document,
including the acts of:

upon processing a first statement encoded in the script, issuing to a decision engine a request for the decision engine to select a second portion of the script based on at least one of the specified attributes without the script identifying said at least one specified attribute; and

receiving from the decision engine the requested second portion of the script and concatenating the first portion of the script and the second portion of the script; and

executing the first portion of the script and the second portion of the script so as to create the document.

17 10. A method as recited in claim 9, wherein the act of executing the first portion
18 of the script and the second portion of the script so as to create the document further
19 comprises the act of continuing to receive nested portions of script from the decision
20 engine, including:

upon processing the second portion of the script, issuing to the decision engine a request for the decision engine to select a third portion of the script based on at least one of the specified attributes without the script identifying said at least one specified attribute; and

DOCKET# 63320960

Sub A 14
2 B1
3 receiving from the decision engine the requested third portion of the script
4 and concatenating the third portion of the script and the second portion of the script
5 and the first portion of the script.

6 11. A method as recited in claim 9, wherein the act of processing the first
7 portion of the script and the second portion of the script comprises the act of receiving
8 content selected by the decision engine to be appropriate for the client based on the at least
9 one attribute of the client.

10 12. A method as recited in claim 9, further comprising the act of receiving a
11 request from the client for the document.

12 13. A method as recited in claim 12, further comprising the act of transmitting
14 the created document to the client.

15 14. A method as recited in claim 9, further comprising the act of the decision
16 engine selecting the second portion of the script, including:

17 identifying, independently of a server application that executes the script,
18 decision criteria that are to be used by the decision engine to select the second
19 portion; and
20

21 identifying, independently of the server application, the at least one attribute
22 of the client that is to be used by the decision engine to select the second portion.
23
24

WORKMAN, NYDEGGER & SEELEY

A PROFESSIONAL CORPORATION

ATTORNEYS AT LAW

1000 EAGLE GATE TOWER

60 EAST SOUTH TEMPLE

SALT LAKE CITY, UTAH 84111

[illegible]

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13
- 14
- 15
- 16
- 17
- 18
- 19
- 20
- 21
- 22
- 23
- 24

15. A method as recited in claim 14, wherein the act of the decision engine selecting the second portion of the script further includes applying the decision criteria to the at least one attribute to select said second portion of script from among a plurality of portions of script.

[illegible]

1/

2

3

4

5

6

7

9

0

0

•

24. A method as recited in claim 22, wherein the act of executing the script results in creation of an HTML document that includes the particular content.

25. A method as recited in claim 22, wherein the act of processing the resolve statement is conducted such that the decision engine selects the content file that has content determined to be appropriate from among a plurality of available content files.

26. A method as recited in claim 25; wherein the act of processing a call statement in the script is conducted such that the decision engine selects the particular content from the selected content file, wherein others of the plurality of available content files have different versions of the particular content.

script based on at least one of the specified attributes without the script identifying said at least one specified attribute; and

receiving from the decision engine the requested third portion of the script and concatenating the third portion of the script and the second portion of the script and the first portion of the script.

29. A computer program product as recited in claim 27, wherein the act of receiving from the decision engine the requested second portion of the script comprises the act of receiving content selected by the decision engine to be appropriate for the client based on the at least one attribute of the client.

30. A computer program product as recited in claim 27, wherein the method further comprises the act of receiving a request from the client for the document.

31. A computer program product as recited in claim 30, wherein the method further comprises the act of transmitting the created document to the client.

32. A computer program product as recited in claim 27, wherein the method further comprises the act of the decision engine selecting the second portion of the script, including:

identifying, independently of a server application that executes the script,
decision criteria that are to be used by the decision engine to select the second
portion; and

1. **Introduction**
 2. **Background**
 3. **Methodology**
 4. **Results**
 5. **Discussion**
 6. **Conclusion**
 7. **References**
 8. **Appendix**
 9. **Figure 1**
 10. **Figure 2**
 11. **Figure 3**
 12. **Figure 4**
 13. **Figure 5**
 14. **Figure 6**
 15. **Figure 7**
 16. **Figure 8**
 17. **Figure 9**
 18. **Figure 10**
 19. **Figure 11**
 20. **Figure 12**
 21. **Figure 13**
 22. **Figure 14**
 23. **Figure 15**
 24. **Figure 16**
 25. **Figure 17**
 26. **Figure 18**
 27. **Figure 19**
 28. **Figure 20**
 29. **Figure 21**
 30. **Figure 22**
 31. **Figure 23**
 32. **Figure 24**
 33. **Figure 25**
 34. **Figure 26**
 35. **Figure 27**
 36. **Figure 28**
 37. **Figure 29**
 38. **Figure 30**
 39. **Figure 31**
 40. **Figure 32**
 41. **Figure 33**
 42. **Figure 34**
 43. **Figure 35**
 44. **Figure 36**
 45. **Figure 37**
 46. **Figure 38**
 47. **Figure 39**
 48. **Figure 40**
 49. **Figure 41**
 50. **Figure 42**
 51. **Figure 43**
 52. **Figure 44**
 53. **Figure 45**
 54. **Figure 46**
 55. **Figure 47**
 56. **Figure 48**
 57. **Figure 49**
 58. **Figure 50**
 59. **Figure 51**
 60. **Figure 52**
 61. **Figure 53**
 62. **Figure 54**
 63. **Figure 55**
 64. **Figure 56**
 65. **Figure 57**
 66. **Figure 58**
 67. **Figure 59**
 68. **Figure 60**
 69. **Figure 61**
 70. **Figure 62**
 71. **Figure 63**
 72. **Figure 64**
 73. **Figure 65**
 74. **Figure 66**
 75. **Figure 67**
 76. **Figure 68**
 77. **Figure 69**
 78. **Figure 70**
 79. **Figure 71**
 80. **Figure 72**
 81. **Figure 73**
 82. **Figure 74**
 83. **Figure 75**
 84. **Figure 76**
 85. **Figure 77**
 86. **Figure 78**
 87. **Figure 79**
 88. **Figure 80**
 89. **Figure 81**
 90. **Figure 82**
 91. **Figure 83**
 92. **Figure 84**
 93. **Figure 85**
 94. **Figure 86**
 95. **Figure 87**
 96. **Figure 88**
 97. **Figure 89**
 98. **Figure 90**
 99. **Figure 91**
 100. **Figure 92**
 101. **Figure 93**
 102. **Figure 94**
 103. **Figure 95**
 104. **Figure 96**
 105. **Figure 97**
 106. **Figure 98**
 107. **Figure 99**
 108. **Figure 100**
 109. **Figure 101**
 110. **Figure 102**
 111. **Figure 103**
 112. **Figure 104**
 113. **Figure 105**
 114. **Figure 106**
 115. **Figure 107**
 116. **Figure 108**
 117. **Figure 109**
 118. **Figure 110**
 119. **Figure 111**
 120. **Figure 112**
 121. **Figure 113**
 122. **Figure 114**
 123. **Figure 115**
 124. **Figure 116**
 125. **Figure 117**
 126. **Figure 118**
 127. **Figure 119**
 128. **Figure 120**
 129. **Figure 121**
 130. **Figure 122**
 131. **Figure 123**
 132. **Figure 124**
 133. **Figure 125**
 134. **Figure 126**
 135. **Figure 127**
 136. **Figure 128**
 137. **Figure 129**
 138. **Figure 130**
 139. **Figure 131**
 140. **Figure 132**
 141. **Figure 133**
 142. **Figure 134**
 143. **Figure 135**
 144. **Figure 136**
 145. **Figure 137**
 146. **Figure 138**
 147. **Figure 139**
 148. **Figure 140**
 149. **Figure 141**
 150. **Figure 142**
 151. **Figure 143**
 152. **Figure 144**
 153. **Figure 145**
 154. **Figure 146**
 155. **Figure 147**
 156. **Figure 148**
 157. **Figure 149**
 158. **Figure 150**
 159. **Figure 151**
 160. **Figure 152**
 161. **Figure 153**
 162. **Figure 154**
 163. **Figure 155**
 164. **Figure 156**
 165. **Figure 157**
 166. **Figure 158**
 167. **Figure 159**
 168. **Figure 160**
 169. **Figure 161**
 170. **Figure 162**
 171. **Figure 163**
 172. **Figure 164**
 173. **Figure 165**
 174. **Figure 166**
 175. **Figure 167**
 176. **Figure 168**
 177. **Figure 169**
 178. **Figure 170**
 179. **Figure 171**
 180. **Figure 172**
 181. **Figure 173**
 182. **Figure 174**
 183. **Figure 175**
 184. **Figure 176**
 185. **Figure 177**
 186. **Figure 178**
 187. **Figure 179**
 188. **Figure 180**
 189. **Figure 181**
 190. **Figure 182**
 191. **Figure 183**
 192. **Figure 184**
 193. **Figure 185**
 194. **Figure 186**
 195. **Figure 187**
 196. **Figure 188**
 197. **Figure 189**
 198. **Figure 190**
 199. **Figure 191**
 200. **Figure 192**
 201. **Figure 193**
 202. **Figure 194**
 203. **Figure 195**
 204. **Figure 196**
 205. **Figure 197**
 206. **Figure 198**
 207. **Figure 199**
 208. **Figure 200**
 209. **Figure 201**
 210. **Figure 202**
 211. **Figure 203**
 212. **Figure 204**
 213. **Figure 205**
 214. **Figure 206**
 215. **Figure 207**
 216. **Figure 208**
 217. **Figure 209**

1
 2
 3
 4
 5
 6
 7
 8
 9
 10
 11
 12
 13
 14
 15
 16
 17
 18
 19
 20
 21
 22
 23
 24

identifying, independently of the server application, the at least one attribute of the client that is to be used by the decision engine to select the second portion.

33. A computer program product as recited in claim 32, wherein the act of the decision engine selecting the second portion of the script further includes applying the decision criteria to the at least one attribute to select said second portion of script from among a plurality of portions of script.